



WEEKLY UPDATE TO THE BOARD OF EDUCATION

September 9, 2021

A MESSAGE FROM SUPERINTENDENT CARLTON D. JENKINS

Dear Board Members,

This week marks the second week of our fall semester. Throughout this week, our district staff have been leaning forward together as they continue transitioning our students into a brand new school year. While working to create learning spaces and educational environments where students, staff, and families can thrive, they are working diligently to exemplify the pillars of excellence, equity, humanity, and intentionality.

Excellence is our standard for all policies and practices. Our students have unlimited potential, and our staff continue working doggedly to assist them in turning their raw ability into the skills and consciousness needed to be ready for college, career, and the community. Since each student enters MMSD with different resources, relationships, and experiences, we must utilize an equity lens to effectively deploy differentiated high-yielding instructional strategies and co-curricular opportunities to unlock their unique abilities. This week, our staff grappled with simultaneously ensuring excellence and equity in myriad decisions connected to instruction, transportation, staffing, and resource allocation. Interestingly, making vigorous efforts to address situations holistically also required staff to consider how our decisions address the inequities within inequity, which aligns with the new Maintenance of Equity requirements connected to federal funds.

We would like to remind the Board about the Biological Transformation process. During this time, we are leading from the first year of chaos to organized chaos. We are focusing on relationships as we continue to deal with the pandemic. The issues being presented e.g., employee shortages in the areas of bus drivers and other staff shortages are the focus of our efforts now. There are some decisions that, when coupled with the pandemic, shorten the time that we would have taken to respond in order to support our students and to operationalize our practices to meet the needs of all our stakeholders. This is causing an initial drain on staff, and this is why we are saying we must lean forward together and hold one another up by providing space and practicing empathy.

Intentionally focusing on uplifting human decency will assist our continued efforts to make decisions in a manner befitting the pillar of humanity. Therefore, we are centering our efforts on the humanity of our students, as well as their families and our community. This will allow for the holistic development of our scholars, with an anticipated positive residual impact on achievement. Throughout this week, we witnessed our staff making

critical instructional and operational decisions, while wrestling with alternative scenarios for elevating human decency in their deliberations. Leaning forward together is often not for the faint of heart, but it produces a framework for decision-making consistent with the principles we value.

Thanks for your continued support and partnership. We look forward to providing you with more updates on our district's progress and planning next week.

Sincerely,

Carlton

Carlton D. Jenkins, Ph.D.

OTHER INFORMATION

➤ **Update on Referendum Complementary Fundraising Campaigns**
Attached is an update from our Resource Development Manager on the Project Fundraising Plans to provide schools the opportunity to supplement the upgrades provided through the 2020 facilities referendum.

➤ **Article re: Bus Driver Shortage**
Please take a look at this article regarding the bus driver shortage in Robbinsdale.

<https://kstp.com/minnesota-news/robbinsdale-school-district-announces-bus-driver-shortage/6230807/>

➤ **Policy Updates**
Please note that the Communicable Disease Policy (7550) has been updated in BoardDocs based on the action taken by the Board at the August 30, 2021, Regular meeting. As is our usual practice, this policy will be translated into Spanish and Hmong as time allows. Also note that the Hygiene (7549), Protective Measures (7551), and Facility Cleaning (7552) policies have been deactivated in BoardDocs.

➤ **Community Metrics for the most recent two-week window (August 9-August 22):**

1. Average daily case count is 93 and the trend is stable
2. Average daily percent positivity is 3.9%
3. Percent with at least one vaccine dose is 72.0% - 83.1% of the eligible population (12+)
4. Percent fully vaccinated is 69.0% - 79.7% of the eligible population (12+)

In this week's snapshot, PHMDC highlights the rise in cases among people not fully vaccinated over the last four weeks, as well as the higher percent positivity and increasing cases for youth ages 5-11 (see pp. 1, 3 and 4). You can learn more about this and other trends in the [PHMDC Aug 26 Data Snapshot](#) and other associated resources on the PHMDC website.



Weekly News Report

Attached is the weekly News Report which includes a curated list of local news stories directly related to MMSD over the course of the previous week with links provided.



Weekly Metrics and Ops Recordings and Agendas:

- 9.7.21 Developing and Reviewing Metrics for Safe Reopening Meeting [Agenda](#) & [Recording](#)
- No School/Central Office Ops. meeting this week



Community Events:

All dates for community announcements are posted on the [Board Community Activities Calendar](#)

- **Taste of Madison Off the Square at Breese Stevens: Sept 4 & 5**
Cost: FREE
Where: Breese Stevens Field, Downtown Madison
What: Labor Day weekend's annual Taste of Madison will feature 40+ vendors and live entertainment all day on both Saturday, Sept. 4 and Sunday, Sept. 5. Normally this event is held right on the square, but this year will be held at Breese Stevens Field. [More information Here.](#)
- **44th Annual Willy Street Fair - Saturday, September 18, from 1pm-7pm**
Cost: Free
Where: Williamson St., Madison, WI
What: The Willy St. Fair, hosted by Common Wealth Development, includes food vendors, art vendors, music, and more activities. More info can be [found here.](#)
- **Monroe Street Festival: September 25 from 10am-5pm**
Cost: FREE to attend
Where: Monroe St. Madison, WI
What: During this annual festival, there will be celebrations of entertainment, children's activities, street sales, and "grab and go" food specials. The full schedule and more info can be [found here.](#)
- **YWCA Racial Justice Summit: September 28-September 30**
Cost: Registration Fees
Where: Monona Terrace Convention Center and virtual online community spaces
What: This year's 2021 annual summit will be held in a hybrid model of in-person and virtual participation. The summit consists of keynote speaker presentations and a wide variety of workshops. More info on this year's theme and further details can be [found here.](#)
- **NAMI Walk Day - Saturday October 9, from 10:30am-2:30pm**
Cost: Free - but fundraising efforts are suggested
Where: In person at Olin-Turville Park and/or virtual participation

What: The annual 5k walk along lake Monona will be socially distanced and participants can choose to participate virtually as well. NAMI Walks support the collective effort for mental health awareness. More info can be [found here](#).

OUR UPCOMING BOARD CALENDAR

- Mon., Sept. 13, 9 a.m. Board Officers
Virtual
- Mon., Sept. 13, 5 p.m. Special meeting in closed session followed by an open session WORKSHOP
Virtual
- Mon., Sept. 13, 5:45 p.m. Instruction Work Group
Virtual
- Tues., Sept. 14, 5 p.m. Student Senate
Virtual
- Tues., Sept. 14, 5 p.m. Citizens' Ad Hoc re Renaming Memorial High School
Virtual
- Mon., Sept. 20, 5 p.m. Operations Work Group
Virtual
- Week of Sept. 20 Board Member Briefings
Virtual
- Mon., Sept. 27, 6 p.m. Regular Meeting
TBD
- Wed., Sept. 29, 5 p.m. Student Senate
Virtual

ITEMS ATTACHED FOR INFORMATION

1. Update on Facilities Referendum Complementary Fundraising Campaigns
2. News Report

To: Members of the Board of Education
From: Marcie Pfeifer-Soderbloom, Resource Development Manager
Date: September 8, 2021
Re: **Update on Facilities Referendum Complementary Fundraising Campaigns**

Background

Starting in January 2021, the Board of Education reviewed and approved a series of Project and Fundraising Plans to provide schools with the opportunity to engage in campaigns to raise funds to supplement the upgrades provided through the base scope 2020 facilities referendum.

Project and Fundraising Plan and TID approvals took place as follows:

- June 2021 Regular Board meeting, the Board passed motions to
 - approve two Project and Fundraising Plans, one for Capital High School and one for La Follette High School beyond the investments and commitments approved through the 2020 facility referendum proposal
 - approve setting aside one time TID #25 funds for additional facility project scope in the amounts of \$5M for La Follette and \$800K for Capital. In keeping with MMSD's focus on equity, the Board voted to provide TID funds to Capital High School and La Follette High School in recognition that these schools are located in high need communities or serve a high percentage of economically disadvantaged students and families and therefore may have less capacity to raise funds through fundraising.
- May 2021 via consent memo, the Board approved the Memorial Fundraising Committee's request to maintain the theater/music renovations included in the referendum base scope funding with some modifications to set the stage for a Phase II project that would bring the Performing Arts Center to fruition with a stage, fly loft, and other features for a 2024 build out.
- March 2021 Regular Board meeting, the Board passed a motion to accept funds raised by the West Fundraising Committee no later than September 6th 2021 with the action taken based on the understanding that fundraisers must meet the fundraising milestone with cash in hand in order for the projects to continue by the deadlines noted in materials presented to the Board.
- February and March 2021 Regular Board meetings, the Board approved West undertaking a fundraising campaign for projects to complement referendum base scope projects to advance access and enhance a positive culture and climate.
- January 2021 Regular Board meeting, the Board approved a fundraising project at Memorial High School in support of an expanded theater as part of the overall referendum projects.

The Fundraising Teams have provided the exciting updates below on their fundraising efforts.

WEST HIGH SCHOOL SEPTEMBER 2021 CAMPAIGN UPDATE

In March 2021, the Board passed a motion to accept funds raised by the West Fundraising Committee no later than September 6th 2021 with the action taken based on the understanding that fundraisers must meet the fundraising deadline with cash in hand in order for the base scope referendum projects to continue by the deadlines promised to the Madison community and noted in materials presented to the Board.

In late June 2021, the Fundraising Committee prioritized fundraising for the pool expansion beyond the new pool provided through the base scope of the referendum because this project must occur at the same time as the base scope construction. They also prioritized maintaining the track expansion included in the referendum base scope funding with some modifications to set the stage for a Phase II project that would bring a track expansion and expanded athletics addition/fitness room to fruition through a 2024 build out. The digital design studio and atrium projects became lower priority at that time because they could be added later, after the base scope referendum projects. This allowed West to prioritize time-sensitive projects, allowed for the referendum base scope projects to be finished on time, and will allow the Fundraising Committee to take on a separate, new fundraising campaign in the future for the atrium and digital design studio.

RECENT ACTIVITIES AND ACCOMPLISHMENTS:

- Gifts received total \$334,231.27. After expenses, the current balance is \$293,641.23.
- A written and signed donor agreement is in place for a gift of up to \$1.5M for the pool expansion. Special thanks to the Madison Public Schools Foundation for their leadership and support in soliciting and obtaining this gift. The naming consideration process pursuant to Board of Education Policy 6701 is underway.
- Leveraged the successful Vote Yes 2 Invest campaign – in support of the historic Future Ready referenda – to build new relationships and to secure more resources for West
- Developed a West-specific campaign structure, involving multiple stakeholder groups, and learned lessons for future efforts
- Reconnected with many alumni who have been very successful in their respective fields
- Sent a postcard to 22,000 alumni
- Sent multiple emails to around 16,000 alumni
- Processed gifts, while modest in most cases, that can be used to create an ongoing annual giving effort for West
- Made progress in building an initial major gifts program for West
- Held presentations to raise awareness about the importance of the project multiple times with audiences including parents, neighbors and alumni
- Produced a video that can be used going forward
- Created a well-thought out and easy to navigate website
- Built stronger ties with the Madison Public Schools Foundation

WHAT IS NEXT?

- Congratulations and many thanks to the Fundraising Committee for being the intrepid trailblazers who embraced the challenge to engage in this work under a very tight timeline and with scant infrastructure in place to support the work!

- The pool expansion will move forward in alignment with the entire West facilities referendum project timeline promised to the Madison community.
- The expanded track preparation opportunity and fitness room preparation opportunity for a later build out are both now closed in order to allow the entire West project to move forward in alignment with the referendum project timeline promised to the Madison community.
- This phase of the campaign now closes with the September 6th, 2021 deadline set by the Board.
- The Fundraising Committee may continue to work with the Madison Public Schools Foundation on donor cultivation, gift requests, and gift management for the digital design studio and atrium

MEMORIAL HIGH SCHOOL SEPTEMBER 2021 CAMPAIGN UPDATE

In May 2021, the Board approved the Fundraising Committee's request to maintain the theater/music renovations included in the referendum base scope funding with some modifications to set the stage for a Phase II project that would bring the Performing Arts Center to fruition with a stage, fly loft, and other features for a 2024 build out. This allowed for the referendum base scope projects to be finished on time and will allow the Fundraising Committee to take on a separate, new fundraising campaign in the future.

RECENT ACTIVITIES AND ACCOMPLISHMENTS:

- Gifts received total \$182,188.00. After expenses, the current balance is \$84,461.33.
- Leveraged the successful Vote Yes 2 Invest campaign – in support of the historic Future Ready referenda – to build new relationships and to secure more resources for Memorial
- Developed a Memorial-specific campaign structure, involving multiple stakeholder groups, and learned lessons for future efforts
- Reconnected with many alumni who have been very successful in their respective fields
- Sent a postcard to friends and alumni
- Sent multiple emails to potential investors and alumni
- Processed gifts, while modest in most cases, that can be used to create an ongoing annual giving effort for Memorial
- Made progress in building an initial major gifts program for Memorial
- Held presentations to raise awareness about the importance of the project multiple times with audiences including alumni and parents
- Produced a video that can be used going forward
- Created a well-thought out and easy to navigate website
- Built stronger ties with the Foundation

WHAT IS NEXT?

- Congratulations and many thanks to the Fundraising Committee for being the intrepid trailblazers who embraced the challenge to engage in this work under a very tight timeline and with scant infrastructure in place to support the work!
- This phase of the campaign now closes with the September 6th, 2021 deadline set by the Board.
- The Fundraising Committee will continue to work with the Madison Public Schools Foundation on donor cultivation, gift requests, and gift management.

LA FOLLETTE HIGH SCHOOL SEPTEMBER 2021 CAMPAIGN UPDATE

La Follette's Fundraising Committee, which includes LHS Boosters and Board of Visitors members, appreciates the approval of La Follette's Project and Fundraising Plan in June 2021. Fundraising outreach has not yet begun. As we move into the school year, we will work in concert with La Follette staff to continue to raise up to \$1.25M toward interior projects. The Madison Public Schools Foundation continues to provide significant support as La Follette's and MMSD's fundraising partner.

RECENT ACTIVITIES AND ACCOMPLISHMENTS:

- A Fundraising Committee member met with MMSD staff and the Madison Public Schools Foundation staff to plan next steps including finalizing and printing campaign materials and determining a campaign timeline.
- Working to schedule a meeting with long-time La Follette supporter to discuss Campaign activities and their potential role.

WHAT IS NEXT?

The La Follette Board of Visitors, which will support this effort, has scheduled its Fall 2021 meeting on September 29th. Their highest priority activities are donor identification, finalizing campaign materials, and determining a campaign timeline in collaboration with Building Services for project elements that need to be coordinated with construction timelines.

CAPITAL HIGH SCHOOL SEPTEMBER 2021 CAMPAIGN UPDATE

Capital High's staff and supporters appreciate the approval of Capital High's Project and Fundraising Plan in June 2021. To date, the group has raised \$10,000 and are nearly 10% of the way to their goal! Together, staff and supporters will work to raise \$112,000 toward interior projects. The Madison Public Schools Foundation will provide significant support as Capital High's and MMSD's fundraising partner.

RECENT ACTIVITIES AND ACCOMPLISHMENTS:

- Secured initial gift and discussed prospects.
- Recruited honorary campaign co-chairs.
- Formed fundraising committee.

WHAT IS NEXT?

- Continue development of project descriptions.
- Craft case for support.
- Host events to engage community members with Capital High.



WEEKLY NEWS REPORT

Edition: 09/09/21

NEWS ORG	NEWS HEADLINE & LINK
WI State Journal	MMSD to partner with UW Health on covid testing study
Madison365	Sherman Middle School unveils two new equity-focused murals
WISC News 3	Program highlights Black chefs while teaching families how to cook
Capitol Times	Start of School, Nervous Excitement
WI State Journal	Students Return to School for the 2021-2022 School Year
Capitol Times	Community Celebrates Anana Elementary School Naming
WISC News 3	What students can expect going back to school
WKOW 27 News	Anana renaming Ceremony Held
Spectrum News 1	Madison Memorial students return to school
WI Public Radio	High Demand For Wisconsin School Districts' Virtual Options As Delta Drives COVID-19 Surge
Capitol Times	MMSD will accommodate 750 families for 4k-5 virtual
WI Public Radio	MPS and MMSD consider staff vaccine mandates
WISC News 3	Child psychiatrist helps parents deal with the unknown
Capitol Times	City council rejects appeal in favor of Capitol High
WI State Journal	Madison Memorial defeats Verona with late goal line stand
WMTV NBC 15	Madison parents flood MMSD with request for virtual learning option
Capitol Times	What do we know about MMSD's return to school?
Capitol Times	MMSD's new Madison Promise virtual learning program receives 452 applications, will offer enrollment to 234
WISC News 3	MMSD adjusts start and end times for several schools due to bus driver shortage

Capitol Times	45 COVID positives, 106 in quarantine in last two weeks in Madison School District
Wisconsin State Journal	Who are you calling a Karen? New ethnic label on enrollment form prompting double takes
WISC News 3	Masks required outdoors for Madison School District elementary and middle MMSD School board passes resolution calling for mandatory staff vaccinations
WI State Journal	Vaccine requirements for teachers, staff recommended by Madison School District
Capitol Times	Hundreds of WI doctors send open letter to schools and parents, urging mask mandates
Madison365	Angie Hicks brings family-centered approach to new job as chief of secondary schools in Madison
WKOW 27 News	Madison Promise offers fully-virtual learning program for students
Capital Times	'No indoor playing options': Band teachers disappointed in mask mandate
WKOW 27 News	MMSD's Office of School Safety now responsible for student security and mental health concerns
